

TO: Ted Jones
FROM: Dennis Miller *Dennis*
SUBJECT: Safeway-Los Angeles Luncheon Meeting

DATE: September 9, 1986

A luncheon meeting has been tentatively scheduled with Safeway-Los Angeles' Operations Management on September 23, in Los Angeles, to review in greater detail the in-store testing procedures and objectives.

The meeting will cover what is to be tracked during the study and will clearly define the responsibilities of Safeway Los Angeles, Philip Morris and Testmark.

I have sent a letter to Jim Kuhlman requesting that a carton fixture, value center and spinner fixture be set up at the eventual location on the morning of the meeting for Safeway personnel to see first hand.

Bob Raab of Testmark will be arranging the luncheon, and I will forward the exact time and location once it has been determined.

If you have any questions, please call me.

DM/jl

cc: R. Anise
A. Goldfarb
D. Hanlon, Testmark
J. Kuhlman
M. Mallardi
H. Mize
B. O'Brien
T. O'Hirok
B. Raab, Testmark

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